



## **NEWS RELEASE**

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### FOR IMMEDIATE RELEASE

#### **Iowa Student Loan Provides Free and Unbiased College Planning Services**

**WEST DES MOINES, IOWA – (May 10, 2007)** – As the student loan industry and the policies that govern it are being discussed on a national and state level, Iowa Student Loan continues to focus on meeting its mission to assist Iowa students and families in attaining postsecondary education.

The Iowa Student Loan College Planning Center was created to help meet the company's mission by providing free, unbiased college planning services for Iowa high school students and educators. Since its inception, the College Planning Center has operated as an autonomous department of Iowa Student Loan in order to be a neutral and trusted source of information for high school students, parents and high school counselors, as well as college financial aid officers.

The College Planning Center follows these practices in working with the various audiences it assists:

- Personnel always identify themselves as part of Iowa Student Loan.
- The center offices are located separately from Iowa Student Loan's operations.
- Services are free no matter what school a student plans to attend.
- No current or future Iowa Student Loan relationship is required to receive free services.
- Staff only provide information on providers of student loans, including Iowa Student Loan, when asked. The center does not proactively market student loans of any provider.
- College Planning Center materials and Web site offer neutral and equal information about all loan programs, including Federal Direct Loans, Federal Education Stafford Loans, Perkins Loans and Consolidation Loans.

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- Materials, Web site and personnel inform students that they can use any lender of their choice when taking a FFELP loan. Other information resources, such as the Iowa College Student Aid Commission and the Department of Education Web sites and phone numbers, are included on the College Planning Center Web site and in materials.
- Student and parent information is not shared with Iowa Student Loan.
- Center customer service surveys ask students, parents, colleges and universities, and school counselors to rate the level of neutrality in college planning literature and presentations.
- All College Planning Center policies are subject to review by the Iowa Student Loan Board of Directors Audit Committee.

Iowa Student Loan is creating a Performance Review Board made up of representatives from colleges and universities, school counselors, and students and parents to annually review materials, presentations and survey results and make recommendations for change needed on an ongoing basis.

In 2006, the College Planning Center staff completed 897 presentations around Iowa on a variety of college-planning topics. Services were provided to 387 Iowa high schools and more than 47,000 students and parents received assistance and information from the College Planning Center.

Iowa Student Loan was founded in 1979 through a proclamation of Iowa Governor Robert D. Ray to help students and parents obtain the financial resources necessary for a postsecondary education. Based in West Des Moines, Iowa Student Loan employs 370 people. To date, the company has helped more than 300,000 students pay for college.

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